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MEDIA RELEASE

Salmat appoints Message Stick as preferred teleconferencing provider

As part of its Reconciliation Action Plan (RAP) to bridge the gap between indigenous and non-indigenous Australians, Salmat has appointed Message Stick as its preferred teleconferencing provider.

Through its participation in the Australian Indigenous Minority Council (AIMSC), Salmat is committed to inviting indigenous business members to bid for work when their services are required. In keeping with this philosophy and following a competitive process, Message Stick was successful in securing the contract for all of Salmat's teleconferencing services.

The appointment of Message Stick is the first major initiative Salmat has undertaken since its RAP was announced last month.

"As a company, we are committed to supporting Australian indigenous businesses and partnering with Message Stick is just one way Salmat will be contributing to the reconciliation process in Australia," said Grant Harrod, Chief Executive Officer, Salmat.

"Message Stick provides a leading and commercially competitive solution and we are very pleased to be partnering with this highly capable provider.

"I also want to recognise the work of the AIMSC who have been instrumental in establishing the relationship between Salmat and Message Stick."

Speaking about the partnership, Message Stick Chief Executive Officer, Michael McLeod, said "Salmat has taken a very proactive stance in the area of engagement with Indigenous Australian businesses. We see this in the RAP and also in Salmat's active participation with the AIMSC. We are excited to be given this opportunity and look forward to working with Salmat."

Salmat is in the process of developing an Indigenous procurement policy that will see more Aboriginal and Torres Strait Islander businesses engaged as external providers. The company is also dedicated to the introduction of an indigenous work experience program by August 2012.

A copy of the RAP can be found at www.salmat.com.au, including details of specific initiatives around Relationships, Respect, Opportunities and Reporting

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About Message Stick

Message Stick is majority owned by Aboriginal Australians. It was formed seven years ago to show that Aboriginal Australians can own and manage a services business that engages with large corporations and Government agencies.

About Salmat

Salmat is Australia's leading marketing communications company.

Salmat helps businesses find, acquire, grow and retain customers by delivering innovative multichannel communications solutions across an unmatched range of channel options - including:

- Digital: Web development, data analytics, e-commerce, social media, email, SMS, search, mobile, e-solutions, scanning, archiving, Lasoo.com.
- Voice: call centres, speech solutions, voice biometrics.
- Mail: unaddressed mail (catalogues), direct mail.

For more information about the Salmat Group, please visit www.salmat.com.

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